

January 27, 2004

The City of Fort Lauderdale is preparing for its largest outdoor festival, the **12th annual Cajun/Zydeco Crawfish Festival**. This year the festival, now entering its 12th year, is scheduled for **May 7th -9th, 2004** at the Fort Lauderdale Festival Site. This festival is nationally recognized as one of the largest and finest Cajun festivals in the country. Complete details including hours, admission, etc. can be found on our website at www.fortlauderdale.gov/festivals.

Each of our festivals solicits local restaurants to serve food to the festival patrons. We have found this to be very successful and the surveys that are completed from the festival patrons overwhelmingly state that the patrons enjoy the variety and quality of food that is served at each festival. The teamwork that we achieve by working with local restaurants results in better food, additional exposure for the festival and your restaurant. We also ask that the restaurant gear their food towards a Cajun, Creole theme preparing and serving authentic dishes.

Each restaurant is asked to serve up to four main items, and several side dishes. All beverages are served by area non-profit organizations, and the City donates 10% to each organization based on their sales after costs. There are 10 booth spaces available for this festival, **in addition to isolated cart/booth specialty items**. The City provides the following amenities:

- Hard Power
- Water
- Grease, Charcoal & trash pick up and removal
- Marketing/Exposure for your restaurant
- 100' x 20' food service tent w/lights, front picket fence

Each booth space inside the 100' x 20' main food service tent is broken into ten, 10' x 20' spaces. The booth fee for each space is a flat \$2000.00 plus a refundable trash deposit in the amount of \$100.00. **This is the total amount due to the City of Fort Lauderdale, there will not be an additional percentage charged and the City will not be supplying cash registers or City cashiers.** Each vendor will be responsible for collecting his or her own fees.

Each restaurant is responsible for supplying the following items at the festival:

- Signage – 3'x5 white banner with purple lettering/Name of restaurant/Menu items and correct pricing
- 100' Electric extension cord
- 100' White water hose with a "y" connector
- Staffing
- Equipment needs for cooking and serving
- All business and health licenses
- One million-dollar original insurance rider listing the City of Fort Lauderdale as additionally insured.
- White tent (if you are working outside of the main food service tent or from a cart)

Attached is a copy of the food vendor application for 2004. Please complete and fill in all of the blanks, mail the application with your check and copies of all business and revenue licenses to my attention. All applications will be reviewed and accepted upon a first come, first serve basis. Some items will not be duplicated, however, gumbo, jambalaya and other Cajun items with a large variety of preparation and ingredients will be reviewed on a per case basis. Upon acceptance of your application, you will receive a contract, which must be completed and returned within 15 working days. Please do not hesitate to contact me should you have any questions regarding the festival or food service at 954.828.3255.

Thank you for your participation and I look forward to working with you during the festival.

Sincerely,

Deborah G. Dunbar
City Festivals and Events Coordinator
Fort Lauderdale Parks & Recreation Department



12th Annual Cajun/Zydeco Crawfish Festival
Fort Lauderdale Festival Site
May 7-9, 2004

City of Fort Lauderdale Parks & Recreation Department
FOOD SERVICE APPLICATION

Restaurant Name: _____

Contact Name: _____ Phone # _____

Address, City, State: _____ Zip: _____

Fax: _____ E-mail: _____

BOOTH FEES:	10'w X 20'd (double booths are available)	\$ 2000.00	# of booths: _____
	Cart fees	\$1000.00	# of carts: _____
	Refundable trash deposit	\$ 100.00	trash deposit: _____
Sub-total booth fees			\$ _____

BOOTH INFORMATION: All booths are 10' frontages by 20' depth. Each booth space includes; White canopy (100' x 20'), lights, picket fence, power and water hook-ups and 1 vendor truck parking pass. Each vendor is to provide the following items: 3'x5' white banner with corner grommets, purple lettering that includes menu and pricing, tables, chairs, 100' electric cord, 50' white water hose with Y connector, staff and food service supplies and copies of all permits and licenses. All beverages are served by local non-profit organizations only, no beverages are permitted to be served from the food service court.

MARKETING & MEDIA PROMOTIONS

Festival program ads / black and white / 10,000 distributed

Full page ad - 5" x 8"	\$250.00	_____
½ page ad - 5" x 4"	\$125.00	_____
Ad design	\$ 50.00	_____

Sub total program ads \$ _____

TOTAL AMOUNT ENCLOSED \$ _____

Please list four main items that you wish to sell with their selling prices:

1. _____	Price: \$ _____
2. _____	Price: \$ _____
3. _____	Price: \$ _____
4. _____	Price: \$ _____

Please list three side items that you wish to sell with their selling prices:

5. _____	Price: \$ _____
6. _____	Price: \$ _____
7. _____	Price: \$ _____

INSURANCE: All restaurants / food service companies are required to provide an original insurance rider with a minimum amount of one million liability and listing the City of Fort Lauderdale as additionally insured for the dates and days of set up and festival as well as motor vehicle insurance for vehicles parked on the event site.

PAYMENT: Payment is due upon submission of application and attached contract.

Please make checks payable to: City of Fort Lauderdale

Mail to: Debbie Dunbar / Fort Lauderdale Parks & Recreation Department / City Festivals Office

1201 NW 55 Street, Fort Lauderdale, FL 33309

RELEASE: I, the undersigned, do hereby forever discharge, release and hold harmless the City of Fort Lauderdale and its sponsors, of and from any and all manner of action, suits, damages, or claims whatsoever arising from any loss or damage to the person or persons or property of the undersigned while in the possession or under the supervision of the City of Fort Lauderdale. I hereby consent to all rules and regulations established for the festival and understand that the Festival Coordinator will have final authority. If accepted, I understand that my fee will not be refunded if all or part of the Festival is cancelled due to inclement weather or other acts of God over which the City of Fort Lauderdale has no control. I further understand that my fee will not be refunded if I am accepted and choose not to attend.

Submitted this _____ day of _____, 2003

Name (please print): _____

Restaurant: _____

Signature: _____

Accepted this _____ day of _____, 2003

Name: _____

Title: _____

Signature: _____